LEO BURNETT U.S.A.

AD #112D, RBQ #M-89117 "Rich or Mild-Regular" Page 4/C Bleed (8 3/4 x 11½) Nat (Off) Mags, 1985

Rich or mild? Only Concord lets you adjust the flavor.

"The taste I want, every time!"

For a light, mild ultra low tar, twist arrow to thinnest bar.

For a rich, flavorful low tar, twist arrow to thickest bar.

Great taste at every turn!

CONCORD

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Maximum: 15 mg "tar," 1.0 mg nicotine; minimum: 5 mg "tar," 0.5 mg nicotine as per cigarette by FTC method.

"Tar" and nicotine vary depending upon position of arrow on filter.

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Source: https://www.industrydocuments.ucsf.edu/docs/ptln0003

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